

GLENDALE—
The CITY of HOMES

THE GLENDALE NEWS

DAILY EXCEPT SUNDAY

EVENING DEVOTED TO THE
INTERESTS OF GLENDALE

GLENDALE—
The CITY of HOMES

VOL. X.

GLENDALE (LOS ANGELES POSTOFFICE), LOS ANGELES COUNTY, CAL., MONDAY, MARCH 29, 1915.

190

GEM OF THE VALLEY

LA CANADA VALLEY, NEAR
GLENDALE, HOME OF MANY
PEOPLE OF WEALTH

(Tune, I Love You California.)
With apologies to F. B. Silverwood.
I love you, La Canada,
Valley blessed with Nature's smile.
On the sun-kissed heights you linger,
While rare moments you begide.
Golden orchards rich with perfume
Dot your sunny sloping floors,
While majestic towering mountains
Stand guard always at your doors.

CHORUS:
Here the air is so pure and health-giving.
And the sun shines so bright o'er all.
Here the pure waters come,
Crystal cool from mountain home,
Bringing health, wealth and joy to all.
Here the mansion homes of wealthy men tower.
At the feet of hills more grand,
And we find here I know
More of joy, less of woe,
Than in all of California.

La Canada, favored valley!
Child of Nature's love sublime.
Your wild flowers are the fairest
Known to all this sunny clime.
Here the sunsets, priceless paintings,
Hang for all alike to share,
While silvery, shimmering moonlight
Shines here brighter than elsewhere.

One of the most lovely spots in all this beautiful land of the south is that charming little valley lying to the north and east of Glendale and known as La Canada. The glamour of romance attaches to the early history of this valley as it does to much of Southern California. The Rancho La Canada was formerly in the possession of the early Spaniards, being a gift from the Spanish king to a nobleman at the time when California belonged to Spain. With the exception of a little government land the ranch embraced what is now the La Canada and the La Crescenta valleys, from the Arroyo Seco to the divide of the Tejunga, including the sites of the present cities of Montrose and Sunland, and comprised something like 7000 acres.

The Spanish dons were not addicted to hard work and were little concerned about the development of their enormous holdings. These vast estates became theirs with little or no effort on their own part and in many cases they were as easily and quickly lost. So with the Rancho La Canada, which passed from the hands of its Spanish owner in a night, lost in a gambling game and melting away in attorney's fees. The ranch changed hands two or three times thereafter and was confirmed in 1852 or 1853, one of the first ranches to be confirmed by the government.

The first settlers in the valley were a man by the name of Dunks, who came in 1870 and another, Pickins by name, who came shortly after, probably the same year. The Davisons came soon after, and in 1875 Mr. A. W. Williams and Dr. J. L. Lanterman, the latter from Lansing, Mich., purchased the entire 7000 acres for \$1.50 per acre and established homes in the valley. It must have taken a vivid imagination to have pictured the valley as it now is, at that time. There was nothing but brush, with occasionally a live oak thicket. The partners soon disposed of 2000 acres to the west to Briggs & Briggs, an uncle and nephew who in the early eighties subdivided the same and sold it as Crescenta. In 1879 Mr. Williams and Dr. Lanterman divided their holdings, each taking half. The Williams half was soon subdivided and sold off. Mr. A. W. Williams, a son of the original purchaser, is the only surviving member of the family and still resides in the valley near Montrose.

The Lanterman interests were incorporated about seven years ago and their holdings have been held practically intact. Dr. J. L. Lanterman died about four years ago at the age of 84, leaving three children, Mrs. La Fette of Glendale and F. D. Lanterman and Dr. R. S. Lanterman, both of whom reside in the valley. A part of F. D. Lanterman's home is the original house built by his father in 1875, the first house built in that part of the valley. Additions and improvements have made it a fine modern home, while Dr. Lanterman has recently built a large and comfortable suburban home nearby. Set in orange groves with spacious lawns and gardens, arbors and flowers and located on the boulevard connecting Pasadena with the San Fernando valley, these are ideal homes and the Lanterman brothers must command the wisdom and foresight of their father who purchased

(Continued on Page 3)

TO ASSIST EDUCATION

PARENT-TEACHER FEDERATION BUYS PICTURE MACHINE FOR SCHOOLS

That the moving picture is of the highest educational value is beyond question, and that there is available an abundance of material illustrative of school subjects is known to us all, but the problem up to this time has been how to bring the pictures to the pupils. The Glendale Federation has for a long time believed that Glendale school children should have all the opportunities for education that children of more wealthy cities have, but only recently has the way seemed clear enough to permit their taking steps that should give the children the chance to become educated through the eye as well as through the ear.

Mrs. Julia Sanders will entertain the Kensington club at her home, 121 Acacia street, Wednesday afternoon. Mrs. Sanders will be assisted by Mrs. William Harting, Mrs. Joseph H. Griffin and Mrs. E. P. Tressler.

The Tropico Thursday Afternoon club will be entertained at the home of Mrs. E. Leslie Eames, Tenth and Brand boulevard, Thursday, April 1. Mrs. Jessica C. Hazzard of Whittier will present the program. Murio David of Los Angeles will render vocal numbers.

Mr. W. L. LaFountain of 131 West Acacia street has returned from San Francisco, where he has been for the past ten days visiting the exposition. Mr. LaFountain says this is the greatest fair he has ever attended and he has been to them all. Mrs. LaFountain has also returned from Murieta Springs, where she has been spending the past three weeks.

One of the most significant and far-reaching uses of the moving picture machine is being undertaken by the recently established Bureau of Commercial Economics, an association of the leading institutions, manufacturers, producers and transportation lines in this country and abroad to engage in disseminating industrial and vocational information by the graphic method of motion pictures. The Bureau, which is purely philanthropic, sends its reels free to colleges, technical and agricultural schools, high schools and public schools, etc., on the sole condition that no charge be made for seeing them on the screen.

On the films of the association are depicted all kinds of industries from mining to sardine canning, with all the important processes of each industry included. The direct advantage of possessing the knowledge that can be skimmed from these films is tremendous, but perhaps one of their greatest uses will be to enable youths to decide what business they want to enter by showing them all the principal industries on the screen. As Dr. Chas. W. Eliot, president emeritus of Harvard university, points out, the Bureau is proposing to do on a large scale what Benjamin Franklin's father did for his son, who was deciding on the choice of a trade. The father took the boy about Boston and showed him work going on in as many trades as were represented in the little town. It was in this way that Benjamin decided to become a printer.

The camera is a most useful adjunct in teaching any branch of learning. As Mr. Gregory Mason in a recent number of the Outlook says: "The student of English literature may see his favorite characters on the screen before him—John Silver humping along on his crutch leading his crew on a gold hunt over the hills of Treasure Island or Mowgli bringing the skin of the tiger to the wolf council; the lovers of flowers may see them opening before his eyes on their stalks; the naturalist may watch the butterfly bursting from its cocoon; or, when the cinematograph has been reinforced by the microscope, he may almost count the dust on the insect's wing. The pupil in history may see the minute men driving back the British at Bunker Hill, the French crimping under the hall of English shafts at Agincourt, or Hannibal's army driving down the Alpine slope towards Rome; while the physician, by a comparatively recent perfection of the motion camera, may follow the flight of a bullet through the air."

The committee appointed by the executive board of the federation, Messrs. Arthur C. Brown and Chas. H. Toll and Mr. R. D. White, to investigate the merits of the various machines on the market, decided unanimously to buy a Powers Camera-graph 6A with all the latest modern improvements. This machine is used in nearly all the best houses and gives clear, steady pictures.

The federation is desirous of having the support of all persons who realize the immense amount of good that may result from the machine's proper use, both educationally and morally (for there are fine films which teach excellent moral lessons). It is contemplated that there shall be a series of performances given in the High School auditorium to which admission will be charged, until the machine is paid for. The use of the

TROPICO NEWS NOTES

RECEIVE LETTERS FROM MRS. THOLEN—MISS MARYERS ENTERTAINS AT CLUB

Eugene H. Imler is entertaining as his house guest his college-chum, Alber Smith of Los Angeles.

N. P. Banks Sons of Veterans will present an interesting program Tuesday evening at G. A. R. hall, when they will entertain their friends with a delightful "at home."

Mrs. Julia Sanders will entertain the Kensington club at her home, 121 Acacia street, Wednesday afternoon. Mrs. Sanders will be assisted by Mrs. William Harting, Mrs. Joseph H. Griffin and Mrs. E. P. Tressler.

The Tropico Thursday Afternoon club will be entertained at the home of Mrs. E. Leslie Eames, Tenth and Brand boulevard, Thursday, April 1. Mrs. Jessica C. Hazzard of Whittier will present the program. Murio David of Los Angeles will render vocal numbers.

Mr. W. L. LaFountain of 131 West Acacia street has returned from San Francisco, where he has been for the past ten days visiting the exposition. Mr. LaFountain says this is the greatest fair he has ever attended and he has been to them all. Mrs. LaFountain has also returned from Murieta Springs, where she has been spending the past three weeks.

A most delightful day was enjoyed Friday when Chapter A. H. of the P. E. O. sisterhood was entertained with a luncheon at the home of Mrs. Merritt W. Ludden, 243 El Bonito avenue. One of the interesting features of the program which followed the luncheon was the reading of a letter from Mrs. Emil F. Tholen, a member of the local chapter, who is now in Boston, Mass., who very graphically described her experiences in London previous to the recent war, which necessitated Dr. and Mrs. Tholen's returning to the United States.

The Norton Art club was very pleasantly entertained by Mrs. Samuel A. Ayres at her home on Central avenue Saturday afternoon. The lesson for the day was on the Renaissance and Modern Art. The life and works of Giotto, Fra Angelico and other artists of the fourteenth century were given and the pictures of George Inness, the great American landscape painter, noted for his wonderful portrayal of nature in her various moods, were beautifully described by Mrs. J. G. Chapman, president of the club.

The pictures so cleverly described by Mrs. Chapman are now on display at Exposition park, Los Angeles.

The local branch of the Parent-Teacher association, of which Mrs. Mary Chadwick is president, will hold the regular monthly meeting at the Cerritos school building Friday afternoon, April 2. The annual election of the school board will be held at that time and as many of the school patrons are interested in this election there will be a large attendance. Mrs. Chadwick is arranging a most interesting program.

Mrs. Samuel A. Ayres entertained with dinner party at her home on Central avenue recently complimentary to Mr. Ayres, who celebrated his eightieth anniversary at that time.

Those who thus celebrated this octogenarian's anniversary and at the same time enjoyed a family reunion were Mr. and Mrs. Edgar S. Ayres and son, Stuart Ayres; Mr. and Mrs. Charles E. Mosher and two sons, Mr. and Mrs. Nelson Ayres.

One of the U. S. army officers recalled from the military zone because of having expressed an opinion as to the outcome of the war, says that the correspondent lied, and that the incriminating dispatches were forged. There is no reason to doubt his word. The work of the propaganda has been observed before.

Machine in the school room is to be free always for the children. The first of these entertainments to pay for the machine will be given Friday evening, April 9th, at the High School auditorium. A committee is exercising great care that the films shown shall be above criticism, and will select them with a view to their educational, entertaining and pleasing qualities. The program will be announced a few days before the affair. Admission will be 5 and 10 cents.

Any one desirous of helping in this cause of education is invited to communicate with the Federation president, Mrs. Toll, or with any of the members of the organization.

GLENDALE CHURCHES

HOW SUNDAY WAS OBSERVED BY CHURCH-GOING PEOPLE OF CITY

THE BAPTIST CHURCH

What was unmistakably the most inspiring and truly New Testament meeting ever held in the First Baptist church of this city was the service of Lord's day evening. Far beyond expectation the deep spiritual currents of eternal truth moved the audience heavenward and the response to the invitation was a general movement forward. The sermon on the spiritual and inner meaning of baptism as practiced by the Baptist church was emphatically and clearly stated and with convincing logic of Scripture. Many were made to realize for the first time something of the importance of this divine ordinance and as a result of conviction will be immersed next Lord's day evening.

Sunday afternoon Atherton Villa was duly dedicated in a simple service of worship. Mrs. Baldwin, whose big heart has made possible the erection of this home for aged Baptist ministers and missionaries, was present to deliver a splendid address. The Glendale Baptist church choir rendered the music. Many of the leading Baptist clergymen of the west were present and participated in the beautiful service. It was an historic occasion which in after years will often be a subject of reminiscence.

A big program is announced for the current week. Tuesday evening the annual business meeting of the Baptist Athletic association. Wednesday evening prayer meeting and Bible study followed by quarterly business meeting and reception to Rev. and Mrs. John H. Troy. Thursday Spanish class under Rev. Smart's instruction. Friday evening the Baptist Gospel team will meet at the church promptly at 6:30 and shall convene in a body to Los Angeles, where they are to have full charge of the Union Rescue Mission. This is the first definite work undertaken by this new and promising organization, of which Mr. John Armstrong Coie is the president. Saturday evening the regular choir practice under the gifted leadership of Mr. Cunningham, Glendale's popular baritone. All who have voices and are fairly qualified to read music are welcome to join the Baptist chorus.

ST. MARK'S EPISCOPAL CHURCH

Corner Fifth and Louise streets, Rev. C. Irving Mills, D. D., rector. Yesterday we were obliged to bring in extra chairs to accommodate the large congregation who came to the Palm Sunday service. The church was beautifully decorated with waving palms and the music by the large choir was excellent. Mr. Walter Butterly sang the solo, "The Palms," for the offertory.

On Wednesday morning there will be holy communion at 7:30 a. m. On Thursday forenoon at 10:30 o'clock there will be the holy communion and sermon. On Good Friday there will be the three-hours' service beginning at 12 noon. In the evening at 7:45 the choir will sing Stainer's "Crucifixion." A silver offering will be taken for the benefit of the choir. Notices of services for Easter day will appear later.

FIRST ENGLISH EVANGELICAL LUTHERAN CHURCH

Rev. R. Warren Mottern, who has been six years pastor of Trinity Evangelical Lutheran church of Riverside, Cal., has accepted call of First church of Glendale, Cal., and enters upon the work as pastor on Easter Sunday morning, April 4, at 11 a. m., at which time the Lord's Supper will be observed. Reception to members, baptism of children. A hearty welcome to all the services of the church.

AT ADVENTIST CHURCH

That California was a mission field of the Seventh-day Adventist denomination previous to 1869, but is now contributing about \$250,000 a year for missionary effort within its own borders and elsewhere, was the statement of Elder N. Z. Town, secretary of the publishing department of the general or world conference, who spoke at the Seventh-day Adventist church here Saturday morning. The first missionary sent by the denomination to foreign field, he said, was Elder J. N. Andrews, who went to Switzerland in 1874. Today the Adventists' missionary operations are world wide, and growing rapidly.

"In East Germany, where fierce battles have been raging along the Vistula and Wartha rivers," said (Continued on Page 2)

IN VACATION TIME

HOW GLENDALE FOLKS ARE SPENDING THEIR EASTER VACATION

THE BAPTIST CHURCH

One of the liveliest bunches on the vacation hikes is composed of six high school boys, namely: Hill McGillis, Donald Cowlin, H. Darwin Kirschmann, Basil Boone, J. Purman Bennett and Paul Johnson. The boys left Friday afternoon to spend the week up in the Big Tejunga, seventeen miles up the valley. Friday night was spent at the Johnson home in Little Landers and early Saturday morning the boys hiked for the Hansen ranch, where the grub and packs had been taken by wagon the day before. After reaching the ranch the boys continued the trip, pack-a-back. Bennett and Kirschmann, who are going in for the oratorical tryouts, took their speeches along and will elocute to the crowd. A careful night watch has been appointed for the food supplies, as the last year's experience proved that night attacks from within were disastrous. Of course the boys will have their usual repertoire of snake and fish stories when they return.

Roland Dimmick and Earle Williamson are planning a week-end fishing trip to San Gabriel. Mel Moore and George Grist, Jr., also are planning to angle in the West Fork of the San Gabriel.

Next Saturday afternoon the members of the Presbyterian Baracca class are going to have an auto trip over to Ocean Park. About fifty of the boys will be going in the trip and of course the bunch will enjoy the beach.

Ellis Thomas, Leamont Crandall of Glendale and A. Phillips from Los Angeles are spending this week in mountain camping.

Undoubtedly there are numerous other groups of vacation joy seekers, but a full list is an impossibility.

NORTH GLENDALE

Mr. and Mrs. J. C. Rice of 1632 Ruth street entertained at a prettily appointed dinner last Thursday evening Mr. and Mrs. J. M. Thatcher of Homer avenue, also Mrs. Thatcher's mother, Mrs. Clara Moore, 1325 Edgeware place, and Miss Ruby Moore, of 325 Douglas street, Los Angeles, who motored out to North Glendale. After dinner the party enjoyed a motor trip to Burbank and surrounding country, returning by way of Griffith park, having a very pleasant time.

Mr. Lee Adams of 1617 Dryden street spent Sunday in Burbank as the guest of his son, Mr. Cecil Adams.

Dr. and Mrs. Clarence A. Webb and daughters, Miss Marcella and Miss Rachel, of 209 North Maryland avenue will spend the week at Hermosa Beach.

Mr. and Mrs. James Wilson of 1648 Ruth street went to Los Angeles Sunday to meet friends from Redlands, Cal., who are stopping in the city at present.

Mr. and Mrs. Robert Parnell and children, Miss Roberta and Master Charles, of 1636 Ruth street motored over to Eagle Rock Sunday and were guests for the day of Mrs. Parnell's sister, Mrs. James Wells and family of that place.

Miss Nan Brown of 908 Dryden street spent Sunday in Los Angeles, where she was the guest of her aunt, Mrs. J. W. Scott of South Hope street.

Mrs. M. E. Brown of 908 Dryden street entertained as her house guests for the week end her cousins, Mrs. James Payton and Mrs. Addie Evans of Los Angeles.

Mrs. Joseph A. Small, formerly a resident of Glendale, but now of Los Angeles, was the guest for the week end of Mrs. George H. Marsh of 1645 Ruth street.

Mrs. Nanno Woods and children, Master Hubert and Miss Dorothy, of Milford street will spend several days at Hermosa Beach this week and while there will meet and enjoy the Clarence A. Webb family of North Maryland avenue, who are outjourning there.

Mrs. H. E. Bartlett of 101 Brand boulevard attended a meeting on Friday of the California Chapter of the United Daughters of 1812, held at the home of Mrs. Vandegrift in Los Angeles. This was also the eighty-ninth birthday of Mrs. Vandegrift, and after the meeting her daughter served refreshments to the ladies in honor of her mother's birthday.

LIST GROWS

PEOPLE OF GLENDALE APPRECIATE THE POLICY OF THE NEWS

At this particular time there seems to be an increased demand for the Evening News. Names of new subscribers are being added to the list at a rapid rate. Men and women who have been subscribers are urging upon their friends to become regular readers of the Evening News.

The editor of the News believes it is right to publish a paper that gives fair treatment to all. If there is anything good to say of a fellow citizen he is quick to say it, but if there is something bad the editor prefers to refrain from making mention of that kind of news.

A father once requested us to remand through the paper very severely the conduct of boys while intoxicated. Upon learning that his son was one of the boys causing the disturbance he recalled his request and begged that we say nothing about the drunken quarrel.

G. T. CARD CLUB

The G. T. Card Club enjoyed one of their usual good times at the home of Mr. and Mrs. J. C. Waite, 707 South Central avenue on Saturday evening. The rooms were profusely decorated with the dainty bridal wreath roses and five hundred dried was played throughout the evening. After the game a substantial Dutch lunch was served at table, after which the guests departed, all declaring that they had enjoyed a most happy evening.

</



Published Daily Except Sunday

A. T. Cowan... Publisher and Prop.

Office of Publication, 920 West

Broadway

SUBSCRIPTION RATES

One Year	\$4.00
One Month	.35
One Week	.10
Single Copy	.05

Entered at the Postoffice at Los Angeles, Cal., as Second-Class Mail Matter

GLENDALE, CAL., MARCH 29.

BLOW TO LAND SHARKS

What is declared to be one of the most important rulings affecting desert land entries ever made by the United States general land office was received from Washington recently.

The ruling, it is declared, will be a boon to settlers in that it will eliminate the necessity of them spending large amounts of money to improve property that may finally be deemed valueless.

The ruling also is considered a blow to unscrupulous land sharks who have profited extensively by representing to homeseekers that certain results may be accomplished, whereas the locations paid for are practically worthless.

The new rules state that at the time of filing the applicant must indicate the source of the water supply; character of the irrigation works constructed or in process of construction; reservoirs for storage canals, flumes or other methods by which water is to be conserved and conveyed to the land; if by direct diversion, the character and volume of the streams or springs, whether perennial, flowing or intermittent.

If the works have not been constructed the statement must show whether they are to be built by an irrigation district, a corporation or an association, and a general description of the plans must be furnished. If it is to be done by irrigation works there must be a general description of these, in an estimate of cost, etc. If the irrigation is proposed by means of artesian wells or by pumping there must be evidence furnished that a water supply exists. There must be a specific showing as to the altitude of the land, character of the soil, and to what points upon the tract the ditches or laterals are to be extended; and it must be shown that the land is of such character that it can be irrigated from the proposed system.

When an application is received by the chief of the field division he will have it considered by a field examiner, who will make a written report thereon recommending the allowance or the rejection of the application. If the report is favorable, the entry will be returned to the officers of the local land office, and that report will be made a part of the record in the case. If the report is unfavorable the chief of the field division will have a full report made on the application and transmit copy of it to the commissioner of the general land office for consideration, and advising the local register and receiver thereof.

Should the applicant allege a company, association or an irrigation district as the proposed source of water supply, upon which a report has not been submitted, the chief of the field division will investigate such project and have a report submitted to the general land office, making a definite recommendation as to the allowance of original entries under the project, and will transmit the application involved in the report.

If the project alleged as the source of the water supply has been reported upon but no action on such report has been taken by the general land office, the chief of the field division will transmit the report to the general land office with appropriate recommendation. If the applicant alleges a project which has been passed upon by the general land office the chief of the field division will consider the same in accordance with the conclusions reached.

Should the general land office after careful consideration of the examiners' report and the showing made by the applicant, deny the right to enter, the applicant will be allowed the right to apply for a hearing or to appeal, as he may desire.

Taken as a whole, the new ruling practically will revolutionize the process of acquiring desert lands, but it is declared that it will result in great benefit to home seekers.

NO SLUR INTENDED

Regarding the explanatory note on "The Resurrection," published in the Glendale News on Saturday, a member representing the Socialist party called upon me stating that my article gave out the impression that a "Socialist could not be a Christian," and was a slur upon that body. I am very sorry that anybody should take such a view of the article, as no slur or even an intimation of anything of the kind was intended nor even thought of in mentioning any of the societies for which this man preached, for I certainly know and believe that Socialists can be and are Christians.

P. E. LAICHINGER,
Glendale, March 29, 1915.

Glendale Evening News want ads bring quick results.

Better Milk

We deliver milk that is pure, rich, wholesome and strictly sanitary; will not sour quickly; special baby milk.

TRUITT'S GLENDALE PURITY DAIRY
Home Phone 821 Sunset 113W

GLENDALE CHURCHES
(Continued from Page 1)

Elder Town, "we are surprised to find that our workers have continued their work, and that literature sales last November were larger than during November, 1913. It is possible for us to hasten the coming of the Lord Jesus by faithful devotion to His work. Certainly all of us long for that time, when war and bloodshed and sin and sorrow will be at an end." Elder B. E. Beddoe, president of the Southern California conference, spoke at the Adventist church last night.

PRESBYTERIAN CHURCH

Yesterday was a Red Letter day in the history of the Presbyterian church of Glendale when the largest number of applicants ever received into the church at one time were welcomed by the pastor and congregation, and the announcement made that others will be received into membership next Sunday. The brief sermon by the pastor was directed especially to the new members with a view of impressing upon them the responsibilities and particularly the privileges that are theirs by reason of the vows they have taken. The text chosen was particularly applicable, "But as many as received Him, to them gave He the right to become children of God." The preacher impressed upon his hearers the thought that by coming before God with a sincere confession and desire to become his children all of their past sins are blotted out and new start made with a clear record and with the supreme help of an all wise, loving and omnipotent parent.

A very large increase in the number attending the prayer meetings and the lively interest displayed is noticed as evidently a result of the recent campaign of Brown and Curry.

CHRISTIAN CHURCH

The audiences at yesterday's services were large for a rainy Sunday and attendance at the Bible school was also good. Mr. Francis' theme in the morning was the story and evidences of the resurrection and was very interesting throughout. It goes to show that the story of Jesus never gets old and is and always will be intensely interesting if well presented. The fact is Bible stories are the very best and preachers should use them for their sermons more than they do. They are frequently much more effective than any other means will be and will hold the attention of the audience better. However well the story may be known, the telling of it in a different way and the injection into it of the speaker's own conception of the details will make it ever new and will more deeply impress it on the minds of the hearers. Mr. Francis believes in the power of the moving picture and gave his ideas of the characters and settings which he would put into a film on the resurrection. It seems strange that the death and resurrection scenes of Jesus have never been put into moving pictures in an adequate manner, such as some of the largest companies could do. If well done they would be the greatest ever presented.

The C. W. B. M. of the church will hold afternoon prayer meetings on Wednesday, Thursday and Friday afternoons of this week at 3 o'clock in the church auditorium. All are invited. This organization will also have charge of the services next Sunday evening. Sunday morning services will be responsive, similar to those of a year ago.

A large attendance at prayer meeting Wednesday evening is very much desired. The subject will be "What Does Jesus' Resurrection Mean to Me?"

EDISON HAS THE "CONQUERING HABIT"

The most significant feature of the burning of the Edison plant at West Orange was not the fire itself. That, after all, is a not infrequent form of accident. The impressive feature, more than the spectacle itself, was human. There is something aggressively, defiantly youthful in Edison's immediate resolve to rebuild. No more convincing picture of vitality can be given than this of the inventor, ready at sixty-seven to do it all again.

That is indeed the true Edison spirit, as clearly evident as when in 1882 Edison himself joined the men at work in the generating plants and in the trenches, developing and laying out this city's lighting system.

Here we see the inventor in a conquering mood, according to the New York World. "What is a seven-million-dollar fire to the man who has conquered electricity? The same grit that carried him triumphantly through years of research and experimentation stands him in good stead with his great plant a tangled mass of smoking ruins. 'I'm pretty well burned out,' he says, 'but I'll start all over tomorrow.' Thomas A. Edison has the conquering habit. It's a good habit. It has blessed the world with the incandescent light, the phonograph, moving pictures and a hundred other inventions. And he is starting all over again at sixty-seven."—Edison Monthly.

The commission on industrial relations will try to find out how sleeping car porters get so much money. Those who travel Pullmans have suspicions as to whence comes the porter's income.

SEE US.

ANNOUNCEMENTS

There will be an open meeting of the N. P. Banks Sons of Veterans at G. A. R. hall Tuesday evening. An excellent program of music, readings and other entertainment has been arranged, and every one is promised a good time. Any one interested in the work is cordially invited to be present and enjoy the evening.

A fine time is expected at the dance to be given by the White Star Patrol of the local Elks lodge in Masonic hall on Thursday evening of this week. The Patrol is noted for their dances as well as their ability as a drill team and every one is looking forward to Thursday night with great anticipation.

The Ladies' Aid Society of the Christian church will have an all-day meeting on Thursday at the bungalow. All ladies are requested to be present and to bring their lunches.

The trade mark is to a successful firm what the state seal is to official papers. It becomes the guarantee which stands in back of the article, and many new inventions and developments are accepted by the public today without investigation because of the mark it bears."—B. M. Pettit.

A FREE READING ROOM

Is maintained by First Church of Christ, Scientist, of Glendale, at 415½ Brand Blvd., and is open daily except Sundays and holidays from 12 m. to 4 p.m. The Bible and all authorized Christian Science literature may be read or purchased in this room. The public is cordially invited to visit the reading-room.

Glendale Evening News want ads bring quick results.

It Certainly Pays and Without Cost

to consult me. I can match Most Any Exchange Anywhere

H. A. WILSON
242W Office 912 W. Bdwy.

Brand Boulevard GARAGE

Always Ready with Good Cars

5-Passenger Cars, \$1.50 per hour

7-Passenger Cars, \$2.00 per hour

No Junk Cars
Phone Sunset 679, Home 2011

CLASSIFIED ADS

FOR SALE

Specially prepared pulverized fertilizer for lawns and flowers. Mac-Mullin's Sanitary Dairy, Sunset 154, Home 1003. 115tf

FOR SALE—White Muscovy drake. Telephone Glendale 1098. 190-3t

FOR SALE—Elegant cow, Guernsey and Jersey. Lots of good rich milk. See her milked 6 a.m., 5:15 p.m. 612 Chestnut St. Glendale. 1891t*

FOR SALE—Modern six room bungalow up to date. Large lot 100x185 ft. Price \$3250, \$300 cash, balance like rent. Owner 1548 Pioneer Drive. 1891t*

FOR SALE—Trees, Valencia oranges, seedless grape and Eureka lemons, two years old. Wholesale or retail. Very reasonable. Will plant for you without extra charge. Phone 635-W or call at 121 N. Kenwood St. Glendale.

FOR SALE—Lot on Orange street suitable for residence or double bungalow. For particulars address R. C. Downie, 2767 Roxbury Ave., Los Angeles. 187t*

FOR SALE—Wheel lock player piano, fine mahogany case in excellent condition; cost \$700; late Phemodist attachment; also 60 records of classic and popular music, costing over \$90. Will sell piano and music for \$300. Might make terms to responsible party. Phone Glendale 687-R. 1891t

FOR EXCHANGE—Equity in six-room bungalow on Dryden at Campbell St. for part payment on lot north of Second. Telephone Glendale 1098. 190-3t

FOR SALE—7-room house in fine condition half block from Brand. Worth \$3500. Will sell for \$2500 on terms. Jas. W. Pearson, 1214 Broadway, Glendale. 190-tl

Glendale Evening News want ads bring quick results.

FOR SALE—Bargain in high-grade piano; must sell as I am leaving city. 1312 Lomita Ave. 183t*

FOR SALE—New 5-room house; all conveniences; easy terms. 624 Adams St. 157t25*

FOR SALE—Sweet oranges, 5 doz. for 25 cents. Full box 50 cents. Bring sack. T. W. Preston, 725 Adams, Glendale. 184tf

\$1000 Equity in modern bungalow and \$500 cash for cottage within 3 blocks of car line in Glendale. Address Box N, care Glendale News. 1881t

FOR EXCHANGE—Established 10 acre poultry ranch, located in the San Fernando Valley. Want bungalow with 2 or 3 lots adjoining; close to car line and in or near Glendale; in part payment. Address P. O. Box 22, Roberts, Calif. 188t2*

FOR SALE—9 thoroughbred Barred Rock hens and 1 rooster; 3 White Wyandotte hens and 2 White Wyandotte roosters. The best offer takes them. Phone Glendale 1043-J. 188t2

LOT FOR SALE—218 S. Louise St. Glendale. 171t25

FOR SALE—Poultry manure; also eggs for hatching; formerly the Walton Poultry Ranch, at 1014 Melrose Ave., Glendale. 178tf

FOR SALE—Barred Rock eggs for hatching, 5¢ each; also baby chicks. Fine stock. A. B. Noble, 515 E. Acacia Ave., Tropico. 188t2*

TRY A NICE, FAT, YOUNG RABBIT for your dinner, dressed and delivered if you phone Young's Rabbitry. Sunset Glen. 255W. 167tf

FOR RENT

FOR RENT—Six room furnished or unfurnished house, modern, nice lawn and flowers. Rent per month, \$20. Gardena avenue, Tropico. 189t3*

TO LET—De Luxe apartments. Fine furnished or unfurnished apartments. 2 or 3 rooms, reasonable rates.

FOR RENT—6 rooms and bath, built in effects; fruit trees and lawn; 3 blocks from Brand, \$18. E. H. Kerker, Second and Brand. Sunset 108.

FOR RENT—Having bought the property of Mrs. M. L. Tight at the northwest and southwest corners of Third and Glendale Ave., am renovating same from top to bottom and will have furnished apartments for \$10 per month. W. G. Alderman, office 301 Glendale Ave. 179t25*

FOR RENT—Six room bungalow, close in. Will be vacant about April 1. Phone owner Glendale 609-R. 188t2*

FOR RENT—Office for doctor or lawyer with reception room, etc. Call at 417 Brand Blvd.

FOR RENT—STORE ROOM—Location and rent unsurpassed. Call at 417 Brand Blvd.

FOR RENT—5 and 6 room houses, vacant, furnished or not; good location, etc. Rent reasonable. Call at 417 Brand Blvd. 181t24

FOR RENT—Office for doctor or lawyer with reception room, etc. Call at 417 Brand Blvd.

FOR RENT—Work by day, week or month. Mr. Holm, % Kelley & McElroy, 409 S. Brand Blvd., Sunset, 453-J. 189t24

Young colored man of clean habits wants permanent position as butler or houseman or both, with private family. Good references. Box "F" Evening News. 189t2*

WANTED—In Glendale by young lady convalescent, room and board. Place very quiet. Phone Home Los Angeles 73475. 190-t3*

WANTED—Work by day, week or month. Mr. Holm, % Kelley & McElroy, 409 S. Brand Blvd., Sunset, 453-J. 189t24

WANTED—In Glendale by young lady convalescent, room and board. Place very quiet. Phone Home Los Angeles 73475. 190-t3*

WANTED—In Glendale by young lady convalescent, room and board. Place very quiet. Phone Home Los Angeles 73475. 190-t3*

EASTER RABBITS—For sale, 50c pair. Order filled now and held till Easter. 1517 Ivy, Glendale. 184tf

Automobiles for hire; \$1 and \$1.50 per hour. San Diego \$2.50. Home phone 1555. 182tf

TO LOAN—\$500, \$1500, \$2500 and other sums. J. F. Lilly, Sunset, 424. Evenings 514-W. 187tf

If you want your lawn mower sharpened, ring up Young, the repair man. Sunset Glendale 255-W. 178tf

MRS. LAURA JONES, Piano instructor, Residence 466 W. 5th St. Phone Glendale 1019. 166tf

Glendale Evening News want ads bring quick results.

PROFESSIONAL CARDS

Telephones Residence: Sunset 1004-W, Home 1522

Easter Candies and Novelties

A great selection at popular prices. Have you tried our

Home-made Pie a la mode

Appetizing lunches, including all kinds of sandwiches, French drip coffee, waffles, tamales, etc.

WHITTON'S

Glendale's Confection Center, Ice Cream, Candies, Lunches. 411 Brand Blvd., Glendale.

PERSONALS

Mrs. Robert Jackson of 102 South Maryland avenue is visiting F. W. Bromley's family in Long Beach.

Mr. and Mrs. Claud Putnam of 919 Chestnut St., have returned from a stay of about a week in San Diego.

Mr. and Mrs. G. A. Smart and children of 936 Chestnut St. are spending the week at their cottage at Hermosa Beach.

Mr. and Mrs. Harry Rice of Los Angeles spent the week end at the home of Mr. and Mrs. A. M. Beaman of 245 Maryland avenue.

Miss Virginia Nickerson of Venice spent Saturday and Sunday at the home of Mr. and Mrs. A. F. Stoffel on Verdugo road.

Mr. and Mrs. A. W. Beach and family of 333 N. Brand Boulevard are spending several days at Long Beach.

Miss Dorothy Hobbs of 600 North Central avenue and her cousin, Mr. Olaf Andresson, have gone to Mt. Lowe today.

Mr. and Mrs. Harvey Eno of Los Angeles were dinner guests on Friday at the home of Mr. and Mrs. J. M. Border of 231 S. Louise St.

Prof. George U. Moyse of the high school with Mrs. Moyse has gone to San Diego to spend several days of his vacation attending the exposition and visiting nearby points of interest.

Mr. Humphrey of Illinois is visiting at the home of Mr. Norman Badger on Sixth street. Mr. Humphrey and Mr. Badger were old schoolmates and are greatly enjoying the time together.

Mrs. Helen Woodruff Boyd and her mother, Mrs. Woodruff of 1463 Ivy St., are guests to day at a luncheon given by Mrs. McMahon of Los Angeles to a large number of Hoosier friends.

Dr. and Mrs. Colin Cable of 755 Columbus avenue were guests of Mr. and Mrs. Charles Bosselman for an auto trip on Sunday, and a very pleasant time was enjoyed in spite of the showery weather.

Mr. F. L. Meneley of 1465 W. 3rd St. has gone to Fresno where he has accepted a position. Mrs. Meneley and her mother still remain in Glendale probably until after the warm weather of the summer is past.

Mrs. Cleora Sprague who has been visiting Mrs. John R. Barrows, 443 W. Colorado St. and who went to San Diego about a week ago to attend the exposition has again returned to Mrs. Barrows' home to complete her visit.

Among the Glendale and Tropico people who have been ill during the past two weeks and who are now on the way back to health are Rev. and Mrs. C. E. Hoskyn, Mr. Schumake, Mrs. R. D. Goss and Rev. J. H. Henry.

Mrs. Douglas Newell, sister of Mrs. H. R. Boyer of 1317½ Hawthorne, who has been attending the exposition at San Diego for the past week or ten days has returned to Glendale to complete her visit with Dr. and Mrs. Boyer.

Mr. W. L. Bishop and wife of St. Louis, Mo., who were visiting relatives in Tropico, called Friday on O. L. Kilborn at Kilborn & Peters' store, Mr. Bishop and he having been raised in the same bailiwick, Clark county, Illinois.

The men of the Congregational church are forming a brotherhood this evening and will have a banquet at the church at seven o'clock. This banquet is for the men only and afterwards they will hold the organization meeting.

Dr. Gaylord Boyer from the east, who has been visiting his brother, Dr. H. R. Boyer of 1317½ Hawthorne street, and who has been quite ill for some time, is much improved in health now and hopes to be completely well very soon.

Mr. H. C. Hatterscheid and family of Cedar Bluffs, Nebraska, are visiting at the home of Mr. and Mrs. Herman Nelson, 503 West Fifth street, having arrived in Glendale last week. Mr. Hatterscheid is cashier of the Farmers & Merchants bank of Cedar Bluffs and Mrs. Hatterscheid is a sister of Mr. Nelson.

During the past week Mr. and Mrs. Charles Bosselman, who are spending the winter in Glendale, entertained some eastern friends with delightful motor trips, showing them the views in and around Glendale, Pasadena, Pomona, Monrovia, Riverside, Sunland, Little Landers and other places that can only be seen and enjoyed in this way.

My objection to Colonel Kaiser is the same as Jerry Simpson's objection to Cimer lectorius.

Said Senator Simpson: "I will admit that the bedbug in all of his religious and family relations is eminently above reproach. As far as I know he lives a life of probity, economy, industry, and represents all of the domestic and civic virtues. He is kind to his children, loving to his wife, charitable to the poor, and eminently a good citizen in every way. My only objection to him is on account of his official status—in short, the way he gets his living."—Elbert Hubbard.

Mr. and Mrs. W. E. Hammon of 1520 Colorado boulevard have a new girl baby. Mother and child are doing well.

DOING ALL BRAVELY.

Most of us can summon up sufficient courage to meet game eventualities bravely, but the ability to do all things bravely seems hardly attainable, for have not all their moments of cowardice? But "Who combats bravely is not therefore brave," and instances could be multiplied where persistent and courageous effort has accomplished great victories in spite of an inward timidity undreamed of by the onlooker. Doing all bravely would imply, therefore, not the performance of occasional and brilliant acts of valor, but a constant exercise of those mental resources which detect and disdain the arguments of fear on all occasions. The presence of the arguments of fear is not by any means an indication of cowardice.

Such words as valor, courage, bravery, would have no place in the vocabulary and no meaning, but for the word fear. The latter plays such a prominent part in all human affairs that it might be said that all rewards and distinctions, social or otherwise, all selections for positions of importance are unconsciously determined by the individual's supposed ability to meet and overcome fear in certain directions, according to the given requirements. For this reason schools, colleges and educational institutions generally, are training and equipping students the world over. The latter are going forth to meet the arguments of fear produced mainly by ignorance, and their prowess will be in proportion to the quality of their mental equipment. They will fine, in due course, that the wisdom of this world, however utilitarian its character, is not in itself a sufficient equipment to enable them to do all bravely. There are certain other very necessary additions to be made. "When I could not be honest, I never yet was valiant," says one of Shakespeare's characters, and this might be paraphrased to read conversely that where there is honesty there is nothing to fear. Again, in Tennyson's poem "Sir Galahad," the knight attributes his prowess to another cause, "My strength is as the strength of ten because my heart is pure."

From these two instances we deduce the fact that the ability to do all bravely depends on something more than mere knowledge of the world, namely, on individual honesty and purity. Strive how we may to attain it without these qualities, our mental armor may be sufficient to gain the world's admiration, because externals generally receive the first homage. Recognition of those deeper qualities which accompany the ability to do all bravely comes tardily, but in our battles the prospect of this recognition counts for very little. He who more than all others possessed and exercised the ability to master fear in every form, dispensed entirely with the world's recognition, and thus he won for himself and his followers the freedom and ability to know and to do good only—and in every circumstance.—Christian Science Monitor.

JOHN PHILIP SOUSA.

There is a story—it may or may not be true but it's good, anyway—that a good many years ago when the great March King landed, an unsophisticated immigrant, at New York his meager baggage was marked "John Philipso, U. S. A." The baggeman to whom it was entrusted trying to read the name in the boy's hearing, disregarded the punctuation and pronounced it "John Philip Sousa." And John Philip Sousa it has remained to this day when the former green immigrant boy is one of the great composers and great band leaders of the world.

John Philip Sousa has made for himself an unique place in the hall of musical fame. As a band leader he is unlike any other living or who ever lived. As a composer he is in a class by himself. There is none like him. More American than the American-born themselves, his blood-stirring marches are the epitome of patriotism. By them our soldiers have marched to victory. They are regarded almost as national anthems by the people at large. He has endeared himself to the American people by his music, by his manners, by his appeal to their national pride and by his undoubted musical genius.

Sousa and his band of sixty-five performers have been engaged by the exposition management for a term of nine weeks, beginning May 22. The announcement, when it was made was received with gratification by the people, though they realized that no exposition could be a real exposition without Sousa and his band.

POSTER PARTY LUNCHEON

A Poster Party luncheon was heartily enjoyed at the home of the Misses Ellias in Glendale Monday, March 29th. The entertainment consisted in designing most artistic posters soon to be exhibited as fitting announcements of the clever play, "Polly of the Circus."

This play is to be given by the alumni of the High School at the Palace Grand theater two nights only, April 22 and 23, and will afford the public the unprecedented privilege of enjoying a production by our own young people, some of the young ladies present to appear in the cast. Those invited were the Misses Eulalia Richardson, Lorraine and Barbara Mitchell, May and Elsie Church, Katharine Hobbs, Letta McCoy, Myrtle Pulliam and Mrs. Emma Legge.

SCOVERN, LETTON, FREY CO.

Funeral Directors and Morticians

TEMPORARY PARLORS

AUTO AMBULANCE FOR EMERGENCY CALLS

Tropic
Our Auto, without charge, at the service of relatives in making funeral arrangements.
Phone Sunset 306W.

Home 303

EASTER POST CARDS AND NOVELTIES

In Great Array. If you see our display you will surely buy.

THE GLENDALE BOOK STORE 576 Broadway Glendale, Cal.

The Glendale Evening News

CLASSIFIED

Business and Telephone Directory

In this column not only your phone number but also your place of business is brought to the attention of over 4500 readers every day. Phone your order or drop a line and our directory department solicitor will call upon you at once. Our phone numbers are Sunset 132, Home 2401.

ATTORNEY AND COUNSELLOR AT LAW

Robert Whitson, 508 Security Bldg., Los Angeles...Main 2611, A-4710

FACIAL MASSAGE, BODY MASSAGE, HAIR WORK, ETC.

Bachmann Beauty Parlors, Apt. 30, Flower Bldg.....Sunset 951

BUICK, CADILLAC, DODGE MOTOR CARS

Hunchberger & McFadden, Agts, 537 Brand.....Sunset 50, Home 2004

GLENDALE IMPLEMENT CO., C. M. LUND, Prop., 574 Third St.

Horseshoeing, Blacksmithing, General Repairing, Garden Tools.

LUMBER AND BUILDING MATERIAL

Bentley-Schoeneman Lumber Co., 1022 Bdwy....Home 2061, Sunset 51

PRINTING, STATIONERY, ETC.

Glendale News Office, 920 W. Bdwy.....Sunset 132, Home 2401

REAL ESTATE, LOANS, RENTALS and All Kinds of Insurance

James W. Pearson, 1214 W. Broadway.....Sunset 740J

RUGS, SHADES, LINOLEUM AND FURNITURE

Glen House Furnishing Co., E. F. Parker & Co., 419 Brand, Sunset 40

SEWING MACHINES—Repairs on All Kinds—New Singers Sold

E. J. Upham, 1020 W. Broadway.....Sunset 656W

TRANSFER, FURNITURE MOVING, DAILY TRIPS TO LOS ANGELES

Richardson Transf'r, 341½ Brand Blvd.....Home 2241, Sunset 748

THE GEM OF VALLEYS

(Continued from Page 1)

these acres years ago when there seemed little possibility of the remarkable development that has been made.

La Canada has the reputation of being very healthful and when it is considered that the average elevation is from 1500 to 1800 feet, with the highest point 2000 feet, this can easily be believed. This beautiful valley is almost completely surrounded with hills and mountains with a narrow pass to the west, through which the placid Pacific may be seen on very clear days. The location is truly ideal, the beauty of nature being everywhere in evidence, the air filled with the perfume of orange blossoms and the sweetness of the vineyards or with the glory of the golden and purple fruit.

In a way, the development of the valley may be said to have been retarded by lack of a railroad. Numerous surveys for a railroad have been made, but they never materialized. On the other hand this very fact has probably been the means of attracting men of wealth who desire magnificent country estates in a community free from the conditions that a railroad brings. Senator Flint owns a tract of about 2000 acres in the valley containing a magnificent home. A part of his tract has been subdivided to be devoted to high-class homes. His son, Mr. MacKay, has also built a \$15,000 home in the valley, while Edwin T. Earl of the Los Angeles Tribune owns a fine tract near the foothills to the north, which he calls Alta Canada. The palatial residence of former lieutenant governor Wallace is located in the northwest part of Canada.

Many people of culture and refinement have chosen this gem of valleys for their home and the social life of the community is active.

La Canada has been known as a dry section, but there is an abundance of water at the present time, there being two companies that supply the valley with water, the La Canada Water company furnishes gravity water, while the Valley Water company of La Canada have a pump system and have been supplying all shortage for the past two or three years.

The people of La Canada enjoy the blessings of life in a large measure, a clear and healthful atmosphere, plenty of crystal mountain water, unsurpassed scenery, beautiful homes and the opportunity for daily communion with nature.

INDOOR PICNIC

A party of Glendale people had put up their lunches Saturday evening in preparation for a picnic in the hills on Sunday, but it rained so hard that they could not go. Not to be outdone by the weather, however, they all gathered at the home of Mr. and Mrs. B. F. Cook, 1434 West Fifth street and there had an indoor picnic. Among those who thus enjoyed the day were Mr. and Mrs. Donald McDaniel, Mr. and Mrs. Jos. Cave, Mr. and Mrs. Frank Beyea, Mr. and Mrs. J. E. McKeever and Mr. and Mrs. Cook, also a number of children.

Procrastination is the Thief of Time

Don't allow yourself to be robbed of the most healthful and fascinating of pastimes by delaying your order for a

Central Stables' Saddler

delivered to your door and called for at \$1.50 per half day or \$2.50 per day. Every day and Sunday. Phone your order to 314 or 2512.

Moving?

Phone for our Auto-Truck—Trips to and from City, Auto Parties, etc.—Sunset Glendale 647 Home 1184

HARTFIELD HARDWARE CO.

916 W. Broadway Glendale

FOR PLUMBING SEE McPEEK

Phone Glendale 889 1210 Bdwy Prices Right, Work Guaranteed

The only shop in town that combines Sheet Metal and Gas Appliances with his Plumbing Business.

A. E. DODDS Expert Watchmaker

Jeweler and Engraver. Long experience on Swiss and Complicated Watches. Have your work done by an expert. All work guaranteed. 912 Broadway. Phone Glendale 242W.

MORE SEA GULLS

Again a large flock of sea gulls visited Glendale on Sunday and it was a wonderful sight to see the beautiful birds flying low over the city. They remained in the air above Glendale for about half an hour, circling over different parts of the city. There were several hundred birds. Some person, evidently mistaking them for ducks or wild geese, fired a number of shots, but failed to hit any of them.



Phone 195 Either Phone. We Deliver ROBERTS & ECHOLS DRUG STORE Next First Nat. Bank

Glendale Evening News want ads bring quick results.

All United States to Celebrate Olive Day and Pay Homage to California Olives on Wednesday, March 31st

CALIFORNIA FIRST IN OLIVE INDUSTRY

GOVERNOR JOHNSON, proclaiming March 31 California Ripe Olive Day, said of the observance: "California is the premier land of the world in the growth of the olive. It is the home of the ripe olive, the one spot on earth where the fruit can be produced in its mature and highest form. The millions invested in the industry represent the best intelligence and enterprise in our agricultural activities, already contributing substantially to the prosperity of the State with immeasurable possibilities in future development."

There are ten reasons why you should eat California ripe olives. BECAUSE THEY: Have a delicious flavor; have a high food value; can be given to children in place of candy; can be eaten freely with no ill effects; are an economical food; are full of health giving oil; are a typical California fruit; make delicious salads; are a good brain food; are allowed to ripen on the tree.

Boosters for the California Ripe Olive are determined to make March go out like the lion, for they have already stretched their lines of promotion across the continent.

From the White House to the laborer's cottage, ripe olives will be a feature of the menus of the last day of the month. From the exquisite flavor imparted to the morning omelet by the chopped olives, to the relish with the course dinner, embracing the sandwiches at tea and the salad dressing at luncheon, reports indicate that a new proportion of the lovers of good living will enjoy California's distinctive contribution to the family and the hotel bill of fare.

That the users of the fruit may know it in its highest form special cases for shipment have been put up and are now going out to all parts of the country, through the desire of residents here to put their friends in far-away land in touch with the good things. These cases have packages of the largest and the smallest olives

put out, and the range of size is remarkable. There are eight sizes packed and three grades of quality of the fruit. The sizes run from the colossal, of which thirty make a pound, to the small, where 200 are put into the same weight can. These in the highest grades are all of the same flavor. In the general trade there is little demand for anything but the best, and only first-class fruit is to be used in the wide distribution which is to mark the day's celebration.

Arrangements have been completed for the giving away of 225,000 olives from some twenty points in Los Angeles. There will be stationed at each of the distribution or demonstration points two young women, who will look after the callers for samples of the fruit. Each person will be given a small oiled paper bag containing about a half dozen olives, the bags being labeled "Olive Day," these having been chosen so

that if any of the preserving liquid adheres it will not escape while the bags are being carried.

Wide Publicity Given

Much publicity of the day and its meaning has been given through the sending of sample packages, and some of the largest packers of fruit find that they have sent east and north larger shipments against Wednesday's demand than in former years.

Buy and eat is the slogan of the growers and packers, and the managers of the campaign are producing a healthy demand for the healthy fruit.

Wednesday, March 31, is Olive Day, but the olive is good for every day, and it is the belief of those who are pushing the propaganda of the good of the fruit and oil that once strangers to its taste and flavor get to know both they will not wait for any special day to consume and boost for the distinctively California delicacy.

considerable length of time, and is even said to improve during the time of shipment. Extensive experiments have been made which would indicate that this fruit should be very profitable to raise.

Deputy Horticultural Inspector Mashmeyer estimates recent shipments at 5000 or 6000 trees.

In addition there will be a large percentage of increase in the acreage of bearing trees this season.

A large new cannery is being erected here to take care of the promised orchard product.—Pacific Fruit World.

THE GHOSTS OF WAR

Not all the tragedies of war are reported under big headlines. Many weird stories are hidden in obscure corners and though reckoned as incidents of the day's news, are big with significance. Here is the subject of a brief dispatch that appeared under a Berlin date line the other day: "Eighteen thousand canes have been donated to the German government for distribution among the soldiers who have been crippled in the war."

Eighteen thousand canes means 18,000 broken men who cannot walk alone. Their government found them strong, capable and self-reliant. It sent them out upstanding under blazing banners, and brought them back maimed, to lean on sticks.

Were a scourge under any other name than war to sweep over any considerable section of the earth and wreck the lives of the physically fit, civilization would go mad with fear. Yet governments sanction the scourge of war and human wreckage is commonplace.

Dead men are put away, to remain unseen forever, soon to be forgotten. The ghosts of war are the broken remnants, the pieces of men who are left behind.—Toledo Blade.

JOLIET CHURCHES SHOULD ADVERTISE.

Mr. George Woodruff of the First National Bank of Joliet, Illinois, at a recent banquet declared that the Joliet churches should advertise and should have salaried business agents.

"In fact," he said, "I would advocate a church trust to manage the religious institutions for the sake of greater efficiency. I would suggest the consolidation of numerous congregations in the name of economy and efficiency. That is what the trust does—combines its plants wherever they are not working to capacity and thus gets better results. The churches ought to do this in Joliet."

"I want to suggest four things that a church should do for its own good:

"First—Watch the business methods of business, and emulate them. Get system.

"Second—Get a good location.

"Third—Advertise.

"Fourth—Deliver the goods."

WHAT MORE COULD HE ASK.

"But she says she has never given you any encouragement."

"Did she say that?"

"She certainly did."

"She told me that her uncle was going to leave her a fortune and that he had one foot in the grave. If that is not encouragement, I'd like to know what you call it."

Keeping or Regaining Your Health

is not a difficult task if you only know the way. The road to Good Health is along the proper food line.

The Glendale Health Food Store

is offering the products of the Kellogg Food Co., Battle Creek, Mich.; Loma Linda Food Co., and the Sanitarium Food Co., of St. Helena, Cal., for sale at reasonable prices, and these products solve the health problem.

Gluten Meal, 40%, pkg.....	.50	Proto Vegetable Meat, ½ lb.....	.20
Gluten Meal, 20%, pkg.....	.25	Nutolene, 1 lb.....	.30
Sterilized Wheat Bran, pkg.....	.25	Nutolene, ½ lb.....	.20
Breakfast Toast, pkg.....	.15	Nut Cero Vegetable Meat, 1 lb.....	.25
Gluten Sticks, pkg.....	.20	Nut Cero Vegetable Meat, ½ lb.....	.15
Graham Sticks, pkg.....	.15	Nut Loaf, 1 lb.....	.25
Fruit Sticks, pkg.....	.20	Nut Loaf, ½ lb.....	.15
Chocolate Crisps, pkg.....	.25	Vegetarian Baked Beans.....	.15
Fruit Crisps (pound).....	.15	Melrose, in glass jar.....	.40
Zwieback, pkg.....	.15	Vegetable Gelatine, pkg.....	.20
Malted Nuts (small).....	.40	Granose Biscuits, pkg.....	.10
Malted Cereal, pkg.....	.10	Toasted Rice Biscuits.....	.10
Caramel Cereal, pkg.....	.15	Toasted Wheat Biscuits.....	.15
Proto Vegetable Meat, 1 lb.....	.30	Toasted Corn Flakes.....	.10
		Toasted Rice Flakes.....	.10

Our Home Made Bread a Specialty

Largest Stock Ripe Olives in Glendale for Olive Day

WE CARRY A MOST COMPREHENSIVE STOCK OF RIPE OLIVES AND SELL THE FAMOUS CURTIS CALIFORNIA RIPE OLIVES FROM 1 PINT TO 1 GALLON CANS. THE BEST-FLAVORED AND RICHEST OLIVE ON THE MARKET.
WE ALSO HAVE SUNLAND, HEINZ, CUROCO, MISSION BELL AND AMERICAN STANDARD OLIVES.

Sanitarium Health Food Store

Closed from Sunset Friday to Sunset Saturday

Phone Home 1213, Sunset 2

On Broadway, Glendale, Calif.

NEWSPAPERS FOR BIG DIRECT RESULTS

A Retailer Who the First Year Invested Four-Fifths of His Initial Capital in Advertising

The difference between the advertising optimist and the doubtful pessimist is droll. The optimist has a vision of a big "doughnut of demand." The pessimist has an equally vivid vision of the hole in his pocketbook. Andrew L. Demmling, who has been making a specialty of little stories of newspaper advertising successes, tells in recent papers the story of a man who from the moment he began business for himself recognized that the primary requisite was advertising.

This was Fred L. Rossbach, proprietor of the Washington Shirt company, the man who has a store "two minutes from any point in Chicago's business district." At the age of twenty-three he left the employ of a haberdasher and with a friend went into business for himself, at his first store on Washington street. Their combined capital was \$2500 and the first year \$2000 was spent for advertising. Mr. Rossbach asserts that his first year's business was \$50,000, whereas it would probably have been 50,000 cents if it had not been for liberal advertising.

Mr. Rossbach had his own ideas about his business, and was about the first men's furnisher to put on a big newspaper advertising campaign in Chicago. His company uses the street cars and billboards for general publicity, but has found the newspapers best adapted to the men's furnishing business for securing quick direct results in reply to a special advertising message. For instance, a 200-line advertisement in two morning papers announcing a sale of knitted ties resulted in sales of 4487 ties during the day.

His company for the past fifteen years has spent \$20,000 a year in advertising, and the result is indicated by their collar sales, for instance, which total 50,000 dozen annually. Mr. Rossbach, by the way, was the originator of the quarter size in collars. One of his first rules for clerks was "Don't push a sale. Give a customer what he wants." Evidently he doesn't believe in selling a customer a dress suit when he comes in to buy a collar button.

Here is Mr. Rossbach's formula for success, "Advertising" in capital letters, plus honesty, reliability, care in selecting stock, originality and convenience of location.

The other side of the picture is furnished by a little anecdote about the firm Mr. Rossbach started work for. They secured a fine State street location, announced their opening with a page spread in the newspapers and then were through with advertising. They expected their location and the general advertising of competitors to keep their business active. But the theory didn't work out, unfortunately. Their sales stopped almost as soon as their advertising did. The public forgot about them.

NATIONAL JOKER IN CONGRESS-SIGNAL RECORD

There is small doubt that one of the most useless excuses for spending money of the government is found in the publication of that voluminous, make-believe history of actual happenings and of details of real national legislation, the Congressional Record. Those who receive it have observed—merely by the bulk of it, for not one in a thousand ever reads it—that the recent issues were larger than usual.

The final number, covering the last session of congress and issued March 15, was correctly predicted to be the largest collection of political buncome ever published at government expense. There have been many protests, from time to time, against printing such volumes of useless and unused material, a large portion of which was never even used in debate in the national legislature, and no matter which party is in power, the abuse of the government printing appropriations appear to be growing worse and worse.

The "dope" for this mammoth publication is created, largely, in this manner: An obscure member of congress, from an unknown district arises, with fear and trembling in his heart, to make an address destined to make the stock markets tremble. Half of the few members present are buried in the newspapers or courting sleep. Most of those who go out were it not for a certain tacit understanding.

The blushing statesman is allowed to pronounce a few sentences of his speech on the understanding that all the rest is to be printed in the Congressional Record. Innocent people imagine these lofty words of burning eloquence were delivered in the hushed assemblage of the nation's solons. As a matter of fact few be-

side the door keepers and newly married couples in the gallery heard it.

There is a real need for an account of the things really said in congress. The newspapers probably underestimate the number of people who would like a better account of the give and take of that body. A great many brilliant and able things are said, which intelligent people would like to read about.

If the Record could be cut down to the limits of an actual report, and extracts from books, newspapers and political platforms cut out, it would not cost so much to distribute it. It could be circulated far more widely, and it would be very generally read. Some time the ruling powers ought to have sense enough to make it a real report, instead of a means of flattering the vanity of such congressmen as use it for electioneering.—Santa Monica Outlook.

ENGLISHMEN ARE IRISH

When England wants a particularly strong man she goes over to Ireland and gets a pug-nosed boy with the peat mud on his bare feet, and brings him up in the way he should go. Edmund Burke is called "England's greatest orator."

Oliver Goldsmith is her gentlest poet.

John Tyndall was one of the world's great scientists.

Richard Brinsley Sheridan is quoted as though he lived yesterday.

Arthur Wellesley, Duke of Wellington, is the man who gave the Corsican his Waterloo.

All these were Irish, and so is Kitchener, he of the mathematical brain.

Admiral Jellicoe is Irish.

General French, commander of Britain's troops in France, is Irish, very Irish.

And now comes the interesting information, supplied us by an Irishman, that General Joffre's right name is Sullivan.—Elbert Hubbard.

REAL SORROW.

"Who are those two sad-looking women over there?"

"They're a couple of neighborhood women who always get together to mourn."

"Turn by some common sorrow."

"Yes; one's husband never comes home and other other one's husband hangs around home all the time."

Houston Post.

MISS MATHER CHOSEN QUEEN

Crowned with a \$25,000 diadem Saturday night Miss Sibyl Mather, who was candidate of the Pacific Electric and the hotel men, will reign as Southland sovereign of merriment over the greatest fiesta pageants ever held in Los Angeles. Martha Dietrich, the firemen's choice, was elected first and Sara Melton of the telephone companies second vice queen.

With the grand ball Saturday night at Shrine auditorium, culminating in the coronation, came the end of the 1915 general committee's queen contest of beauty in which were rivals fifteen of Southern California's fair women.

Saturday night's event, with novel features as varied as numerous, was participated in by a throng. Hundreds of dancers tripped over the great floor while thousands of onlookers enjoyed the spectacle.

The thrill of expectancy ran through the crowd from early evening until after the result of the contest was announced, not by word, but by sight of the queen seated upon the throne.

During the hours preceding the final ballot, at 11:30 o'clock, campaigning in behalf of the candidates was continuous.

No inkling of how the battle was going was allowed to leak from the little room where George Goldsmith, chairman of the contest committee, assisted by the election judges, counted the money turned in from the sale of votes and tabulated totals.

All but two of the queen candidates were present, seated upon decorated platforms arranged at equal intervals about the great horseshoe of boxes.

Attending them were their campaign committees and campaign managers.

Music for dancing was furnished by the 1915 City and County band of forty-five pieces. Other bands present—and there were seven of them—led in demonstrations in behalf of the candidates of the organizations to which the bands belonged.

Shortly before 11:30 o'clock, escorted by the City and County band, the Shrine Patrol in full uniform, and the White Squadron of the Elks, the grand procession of the queens began.

A NEW INDUSTRY

Containing an indication of the growth of a comparatively new industry in Pomona, it is stated that not for years have so many deciduous and walnut trees been shipped into this district as has been the case during the past two months.

The new industry is the raising of what is known as the Kelsie plum.

This is a variety of this fruit which is suitable for shipment ripe onto the eastern market after being packed in sawdust. The fruit is delicious and has a peculiar quality whereby it holds its freshness for a